

CLAIMS

What is claimed is:

- 1 1. A method comprising:
 - 2 providing a first set of channels, the first set of channels selected based on a
 - 3 predetermined criteria related to a viewing preference of a viewer; and
 - 4 inserting into the first set of channels a first channel not selected based on the
 - 5 predetermined criteria related to the viewing preference of the viewer.
- 1 2. The method of claim 1, wherein the inserting into the first set of channels the first
2 channel includes a system operator selecting the first channel.
- 1 3. The method of claim 1, wherein the inserting into the first set of channels the first
2 channel includes disallowing the inserting into the first set of channels the first channel
3 upon determining that a number of channels not selected based on the predetermined
4 criteria related to the viewing preference of the viewer that have been inserted into the
5 first set of channels is greater than a predetermined number.
- 1 4. The method of claim 1, wherein the inserting into the first set of channels the first
2 channel includes setting the first channel to expire once a time limit has been reached.
- 1 5. The method of claim 1, wherein the inserting into the first set of channels the first
2 channel includes selecting the first channel from a set of channels that includes channels

3 having at least a predetermined frequency in channels lists of other viewers in the
4 viewer's geographic location.

1 6. The method of claim 1, wherein the inserting into the first set of channels the first
2 channel includes selecting the first channel from a set of channels that includes channels
3 based on a predetermined subject matter.

1 7. A machine-readable medium that provides instructions that, when executed by a
2 machine, cause the machine to perform operations comprising:
3 providing a first set of channels, the first set of channels selected based on a
4 predetermined criteria related to a viewing preference of a viewer; and
5 inserting into the first set of channels a first channel not selected based on the
6 predetermined criteria related to the viewing preference of the viewer.

1 8. The machine-readable medium of claim 7, wherein the inserting into the first set
2 of channels the first channel includes a system operator selecting the first channel.

1 9. The machine-readable medium of claim 7, wherein the inserting into the first set
2 of channels the first channel includes disallowing the inserting into the first set of
3 channels the first channel upon determining that a number of channels not selected based
4 on the predetermined criteria related to the viewing preference of the viewer that have
5 been inserted into the first set of channels is greater than a predetermined number.

1 10. The machine-readable medium of claim 7, wherein the inserting into the first set
2 of channels the first channel includes setting the first channel to expire once a time limit
3 has been reached.

1 11. The machine-readable medium of claim 7, wherein the inserting into the first set
2 of channels the first channel includes selecting the first channel from a set of channels
3 that includes channels having at least a predetermined frequency in channels lists of other
4 viewers in the viewer's geographic location.

1 12. The machine-readable medium of claim 7, wherein the inserting into the first set
2 of channels the first channel includes selecting the first channel from a set of channels
3 that includes channels based on a predetermined subject matter.

1 13. A system comprising:
2 a first unit to providing a first set of channels, the first set of channels selected
3 based on a predetermined criteria related to a viewing preference of a viewer; and
4 a second unit coupled with the first unit to insert into the first set of channels a
5 first channel not selected based on the predetermined criteria related to the viewing
6 preference of the viewer.

1 14. The system of claim 13, wherein the first channel is selected by a system operator.

1 15. The system of claim 13, wherein the second unit is further to disallow inserting
2 into the first set of channels the first channel upon determining that a number of channels
3 not selected based on the predetermined criteria related to the viewing preference of the
4 viewer that have been inserted into the first set of channels is greater than a
5 predetermined number.

1 16. The system of claim 13, wherein the first channel is set to expire once a time limit
2 has been reached.

1 17. The system of claim 13, wherein the first channel is selected from a set of
2 channels that includes channels having at least a predetermined frequency in channels
3 lists of other viewers in the viewer's geographic location.

1 18. The system of claim 13, wherein the first channel is selected from a set of
2 channels that includes channels based on a predetermined subject matter.